

Index

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STRAWBERRY PLANTS

1955 Season



FAIRVIEW FRUIT FARM

PIERCETON, INDIANA

STRAWBERRIES

"The Universal Fruit"

We like to think of the strawberry as the most universal fruit; universal in that its adaptability to so many different soils and climates makes it available to so many people, and universal in that its flavor is so appealing to so many.

Can you think of any food or fruit more pleasing than those red-ripe berries fresh from the vine on a June morning? If you can, it must be the proverbial short cake at dinner, or the luscious fruit that delights your eye and palate coming from your freezer at Thanksgiving or Christmas time, six months later.

Where else can we find a fruit so usable in so many different ways—as fresh sauce, frozen fruit, preserves, in short cakes, pastries, drinks, as flavoring in so many confections?

And, happily, as we think of this remarkable strawberry, it is not the wishful wandering of one's imagination on a winter evening. This wonderful fruit so appealing to everyone is so amenable to climate that it is common in every state. It thrives on such a variety of soils that your own just suits it. It is very simply yours for the trying and the doing.

Strawberries come right down to earth, too. For they will not only give you from your own garden great quantities of as delicious a fruit as the world knows, but they also offer excellent commercial opportunities. In these days of steadily rising costs with declining farm prices, the farmer with a relatively small acreage but with some extra help around his place, may well find in strawberries a good opportunity to augment his income in a farm project which requires little capital outlay or costly equipment, but a quick cash return for his investment.

This booklet is written for the information of our customers. In it we have tried to give helpful hints on growing and handling berries, and as accurate descriptions as we can of the varieties we handle. In growing strawberries our problems are pretty much yours, and the things we have worked out will go along very closely to your own ideas.

OUR CUSTOMERS SAY . . .

June 24, 1954

"My strawberries are doing marvelously well. In fact they are better than any other patch I have seen in this area."

Kenneth Skibinski, Richview, Illinois

May 24, 1954

"We were certainly pleased with the strawberry plants. Received them in fine shape."

Robert Eickbush, Columbus, Indiana

May, 1954

"In March I ordered and received from you the finest strawberry plants I ever saw."

Mary Carton, Earl Park, Indiana

May, 1954

"The plants are very nice and are growing well. I would like to order some more of you next spring."

Frank Greener, Jasper, Indiana



It is our business to give you the best strawberry plants you can get anywhere, at the price and with the service that will please you.

Our plants are grown on deep, rich, well-cultivated soil. The roots are heavy and long, white and vigorous. The loose soil enables us to retain on the plant the many long, fibrous roots so often lost in digging on heavier soils.

Our plants are hand dug and immediately moved indoors for cleaning, sorting, counting and tying. There the old runners and dead leaves are removed, small and other questionable plants discarded. Roots are straightened, and plants tied in a nice bunch of twenty-five, full count, easy to handle, ready to set. **Just the best cleaning and sorting job you ever saw.**

Our plants are carefully packed in moss for shipment, guaranteed to reach you in good growing condition. Small orders are wrapped in water-proof paper, large orders in securely bound crates.

We are growers of plants, not jobbers. Our prices are farmers' and growers' prices, low enough for the commercial grower or for your garden, high enough to enable us to maintain our high standard of quality. Compare our quality, compare our prices.

We would like to urge our customers to come here to the nursery for their plants, for many reasons—

(1) Present day shipping charges are so exorbitant that on larger orders the saving can be enough to pay automobile or truck expense.

(2) You can get your plants when you want them, and stock will be in better condition. In too many cases, the service has been so poor from both express and mail that the plants were not good on arrival.

(3) You can examine the plants here, and see exactly what you are getting.

(4) We like the sympathy and understanding between ourselves and customers which is so much more evident when we are personally acquainted. Remembrance of the other partner to a bargain as a friend means so much more than does a name on a paper.

We are more than content to let our business rest in the hands of our customers, and depend upon their good will. In almost every strawberry growing community in states close to us are people who have successfully used our plants. **Upon request, we will send you the names of some of those customers. Maybe they are your friends, too.**

GROWING STRAWBERRIES

SOIL AND CLIMATE

While the adaptability of strawberries to anything from the light sands of Florida to the heavy clays of Southern Indiana gives us plenty of leeway, we do rather prefer a sandy loam because it is so easily worked. And while the climatic range in our country is from the Gulf states to the Dakotas, we really think of our strawberry belt as extending from Tennessee and Arkansas north to Michigan and Wisconsin.

Whatever the type of soil, it must be high in fertility and humus content. This condition is difficult to reach in one year, but should be attained in the years prior to being put to berries by the use of barnyard manure, legumes, fertilizers, green manure crops, and these other practices familiar to good farmers.

Fall plowing is a good step in plant bed preparation. Certainly the soil must be well worked down to eliminate all clods, and to make the plant bed firm but friable. It is best not to have had the ground in heavy sod the previous year on account of cut worms and white grubs. These pests may do a great deal of damage in early season by eating off the plants at ground level.

Extensive experiments have shown that berries do best on a soil that is slightly acid. Technically, we say that a pH of 5 to 7 is most satisfactory.



COMMERCIAL FERTILIZER

The sharp growth in fertilizer use in the past few years indicates that we are just now realizing its importance. If commercial fertilizer will show a profit on our general farm crops, it will certainly show to much more advantage on crops like strawberries, where the returns per acre are so much higher.

We would recommend broadcasting and working into the soil just prior to planting at least 1000 lbs. per acre of some good high analysis fertilizer. A soil analysis will show what kind of fertilizer to use, but something between 4-16-16 and 10-10-10 is a pretty good shot in the dark.

Supplemental to this, an application of another 250 lbs. per acre as a side dressing later in the season, say in August, is a very good plan.

In transplanting, avoid putting too much fertilizer right around the plant.

Be careful in buying fertilizer put up in small bags and having a trade name. It is generally good fertilizer, all right, but is nothing special and costs much more than it should.

PLANT SPACING

Fruiting rows in commercial fields should be spaced at about four feet. In small plantings this distance can be held down to three and one-half feet, maybe a little less.

The distance in the row will depend upon the ability of the variety used to make new runners. We set such kinds as Premier, Fairland, Vermilion and Fairfax about eighteen inches, varieties like Catskill, Temple and Dorsett about two feet. Such free running kinds as Blakemore, Robinson, Dunlap, Tennessee Beauty and Armore will generally make a good row if set as far apart as thirty inches.

The number of plants needed per acre therefore depends upon the variety used. From the above spacing, it will take slightly more than 7000 plants for an acre of Premier, Fairland and Vermilion. About 5500 plants will set an acre of Catskill or Temple, while Robinson, Blakemore, Tennessee Beauty and Armore need only 4500 plants.

We favor the matted row system for the best and cheapest production, but strawberries will not do well in size of fruit or in total marketable fruit if the plants are too close together. By matted row we mean a row twelve or fourteen inches wide with the individual plants about four inches apart in the row. If the year's growth leaves them closer, the smaller plants should be rigorously thinned out.

CHOICE OF VARIETY

Choosing the variety to use is one of the big factors in strawberry growing. Too many nurserymen praise all varieties of berries indiscriminately, so that the beginner is hopelessly confused by the catalogue. In this booklet we have tried to point up the differences in varieties, and the special field where each kind is adapted. Read carefully the descriptions unless you are already familiar with the various kinds.

Choose for the greater part of your plantings the kinds that have for years been successful for other people, while experimenting with the new kinds in smaller plantings. Be particularly careful about selecting a kind recommended by only a few nurserymen, and these at a high price. Don't be a sucker for promotional schemes.

TIME FOR SETTING

Time and again we see the importance of early setting of nursery stock, especially strawberries. This work is something that cannot be put off. Transplanting should be done as soon as the ground is in condition to work. When you should be making garden you should be setting your berry plants.

There is stored up in the strawberry plant in its dormant winter condition a great amount of energy to be used in the first growth of spring. Plants should be re-set while still dormant so that this new growth takes place after transplanting. After the new spring leaves have come and blossom buds are out, the plants have exhausted their stored energy and resetting is a great shock if not fatal to them.

Here lies the great advantage we can offer in Northern plants. By April 15 in most seasons plant growth is just starting and the plants are in fine condition for transplanting, while southern plants have already blossomed and are far beyond the resetting stage. Northern growers cannot meet southern prices on account of higher wages, and different working conditions by reason of colder weather but hardiness and difference in stages of growth are far greater factors. See that your plants are Northern Grown.

We DO NOT offer plants for fall setting.

TRANSPLANTING

Strawberries are transplanted successfully in many ways, and with a variety of tools. For small patches, a garden trowel or small spade is very handy, while for large plantings the machine transplanter does a very excellent job. **Just fan the roots out as much as you can in the moist dirt of a deep hole or trench, SET THE PLANT AT THE HEIGHT IT ORIGINALLY GREW, and press the soil firmly around the roots. Don't bunch up the roots in the ground. Don't leave air pockets. Don't puddle the ground around the plant by working it when the ground is too wet.**

Each spring a new set of roots starts from the crown of the strawberry plant, and in case of the one that is new set, the crown must be in the moist dirt or the new roots will not start and the plant cannot thrive. If the crown is covered, it will turn yellow and finally rot. Hence the importance of depth in setting.

If the roots of the plants are too long, we cut them back to a length of about five inches. Just for convenience in handling—it doesn't make any difference in growth.

We never bother to use water in re-setting if it is done when it should be—early. It is a good practice, though, in case of very late setting.

CULTIVATION

Cultivation should start soon after the plants are set, and continue throughout the growing season. Any of the many kinds of good cultivators found on most farms will do most of the work if used often enough.

We like the garden tractors very well, even in larger plantings, since it enables you to cultivate very closely to the plant and makes hoeing much easier, and faster. Keep the weeds down, keep the ground level, loose, and friable.

In dry seasons it is often necessary to imbed the runners in the damp underneath soil to enable them to take root early and develop a good root system. The first runners should be encouraged to take root, for they will make the largest and heaviest plants, and do best in the next fruiting season.

All blossoms should be clipped off in the new patch as soon as they are well formed, and from everbearers until the plant is thoroughly established, about July 1st.

MULCHING

Mulching should be done in the fall as soon as possible after the summer's growth is finished — before really severely cold weather.

What to use and how to apply it can best be decided with the purpose of mulching in mind — (1) to prevent winter damage from excessive cold when plants are unprotected and from alternate freezing and thawing, (2) to conserve moisture in the bearing season and keep the soil in better condition, (3) to keep down weeds, (4) to keep fruit clean, (5) to retard growth somewhat in early spring, thereby lessening the danger from early frosts.

We generally use wheat or rye straw, mulching to a depth of about three inches and requiring something less than three tons for an acre. Other good materials are shredded fodder, spoiled ensilage, cane punice and saw dust, especially since they contain no weed seed. Such material as clover buffins is poor because of weed, grass or clover seed. For the same reason it is a poor practice to top dress a berry field after the plants are grown, unless you are very sure there are no grass or weed seeds in the material used.

Early in April you must go along the row and lift off enough of the mulching material to allow the new strawberry growth to show through.

RENOVATING OLD FIELDS

Renovating an old field and preparing it for another year's fruiting is often one of the toughest problems a grower has. Every patch has its own problems, and no set rules can be given for the job. We generally think that a patch should be fruited for two years, and that thereafter it is a better plan to have a new fruiting bed.

After the fruiting season is done, we go along on each side of the row with a tool of the roto-tiller type. This cuts the width of the row to about six inches, effectively stirs up the ground between the rows, and destroys most of the weeds. A good hoeing then leaves the patch in very good shape. The whole process is repeated once or twice in the summer season, and the row is allowed to grow to a width of twelve or fourteen inches.

We are glad at any time to answer any questions not covered above, and have a very personal interest in your success with our plants.

CARE OF PLANTS ON ARRIVAL

Much of the success of your whole strawberry project depends upon how you handle the plants after they are in your hands. Do not neglect them when they reach you. Do not let them lie in the express office until you happen to get to town, or set the packages back in the corner until you have time to open them some day. Strawberry plants are green, growing things, and are perishable. If confined too closely too long where it is warm they will heat. If allowed to dry out they are ruined.

We guarantee our plants to reach you in good growing condition, but we must be notified within five days after they are in your hands if there is anything wrong. Any faults in the condition of the plants will be immediately apparent, and we must disclaim further responsibility unless notified at once.

We will write you when the plants are shipped, so that you can keep in touch with your express agent or postmaster and get them as soon as they arrive. **They should then be reset as soon as possible.** Just before transplanting, dip roots in water, even soak them for two or three hours if they are at all dry, or if planting conditions are not favorable.

Keep the plants cool and moist. In many cases you can arrange to keep them in a cold storage at a temperature of 30° or near to it. If you can do this, the plants will hold for some time in good condition.

If no cold storage is available, and they must be held for some time, heel them in. That is, dig a deep, narrow trench, break the bundles, set the plants along in the trench just touching each other, and cover to the crown with moist earth. Better if the trench is in a moist, cool, shady place. Set as soon as planting conditions are fit.

May 26, 1954

"I received the strawberry plants in good shape. They were the best plants I ever received. They are all growing and look good except where cut worms and other insects worked on them."

Mrs. William Ball, Lexington, Indiana

BLAKEMORE

Blakemore is probably grown on more acres than any other variety, especially in the South, where it has met the need of productiveness and firmness for shipment for long distances.

It is a fine runner and prolific plant maker, often requiring thinning for best production. A sort of rough and ready variety which does well in spite of neglect and abuse. The foliage is light green, with the cupped leaves of Premier.

The fruit is of good, even size, smoothly rounded, with a fairly attractive appearance. It ripens uniformly, medium early. Quite tart, firm and solid. Probably the best shipping berry there is, and a pretty good yielding kind, too, if the plants are not too thick. The firmness of this variety makes it a prime favorite in the South, but we have seen many good patches this far north. Some local growers like it as well as Premier.

It is a pretty good kind to be growing if you cannot get over the field when it should be picked to-day. Those firm berries will hold well until to-morrow.

With us, the quality of this berry has not been as good as we like to have. It is quite tart, without the redeeming feature of rich flavor. It is also susceptible to "yellows" which is liable to develop at any time, in spite of most careful selection.

TENNESSEE BEAUTY

Tennessee Beauty seems to be the best of the new varieties from the Tennessee Experiment station. A Blakemore cross, Beauty has in full measure the qualities which have made Blakemore so widely grown—large size, high yield and firm texture. At the same time some of the bad features of Blakemore have been overcome—notably the sourness of the fruit.

Beauty is a free runner and strong plant maker with light colored leaves healthy and free from spot. Maybe plants are not quite as thick as Blakemore, but somewhat larger.

The berries are a little larger, somewhat darker, with a good strong strawberry flavor. Not a real sweet berry, but not objectionably tart, either.

We think that the Tennessee Beauty is adapted to commercial use throughout the Blakemore territory. It is quite a little later in ripening. This is a good feature if you want to lengthen your berry season, but may entail marketing trouble if the grower markets his fruit co-operatively.

PREMIER

"Best and Most Popular Berry"

Ever since its introduction more than thirty years ago, Premier has been "Mr. Strawberry". I think this is why, when we think of the characteristics of Premier, we think of the whole strawberry industry. In the same way that certain trade names of some industrial products have come to apply in our minds to all like products.

In the last few seasons we have seen thousands of cases of berries sell on the huge fruit market at Benton Harbor, Michigan—but Premier and Robinson made up 95% of the total. In the berry fields where berries were being prepared for processors, Premier was being used in at least four cases out of five.

The Premier plants are large, deep and heavily rooted. This variety is not a prolific plant maker, but the good grower has little trouble in getting a good row. The plant population may be better in fact than for many varieties whose plants may get too thick for best fruiting. The foliage is light green, leaves definitely cupped, practically free from foliage diseases, and close to the ground to give added protection to the fruit.

The fruit is large, bright red, getting darker when full ripe. It ripens uniformly, and a bright green cap adds to the attractive appearance in the baskets, helping to sell them at the higher price which the quality of the fruit merits.

The primary berries are liable to be cock's-comb in shape, with the later ones longer and more conical. They are firm in texture, too, keep well on the vines, and hold pretty well after being picked, which feature adapts them to reasonable handling and hauling.

No berry is frost proof, but Premier is often spoken of as such because several fruiting stems appearing in sequence on each plant practically insure a sizable crop in case of out-of-season frost at any time.

Premier is quite acceptable for table use, therefore for your garden, and for the commercial grower we recommend it without reservation. **It is the standard of comparison for all other kinds.**

ROBINSON

(Scarlet Beauty)

There has been a good deal of difference of opinion on the merits of this great berry. For those who have tried it in the north, it has been tremendous, while many southern growers have been disappointed in its performance in holding up.

We are satisfied now that this great berry will do well throughout the Premier territory. It is of the same general type, light green, healthy foliage, cupped leaves. Robinson plants, however, are deceptively small to produce such a large berry, and they run so freely that they may well get too thick in the row. Robinson starts to ripen about a week later than Premier.

The berry is the largest we know. It is smooth-skinned, glossy, bright red, with the prominent yellow seeds and bright green cap that makes such an attractive appearance. The first berries to ripen are liable to be green on the under side, but later in the season they ripen quite uniformly.

The high yield that Robinson will give and the eye-taking appearance of the very large fruit recommend it as a commercial variety, and with us it has been firm enough for handling and holding on the vines.

We like the mild sweet flavor of Robinson so well that we use it as our own dessert berry, and for freezing exclusively.



CATSKILL

Catskill is one of the best commercial varieties. The foliage is vigorous and healthy. The plants are large, strong and rugged. They run freely, and easily attain a good row. The flower stalks are heavy and stand high, blossoms are quite large.

Primary berries are liable to be rather deeply furrowed and have a generally rough appearance. Later ones are smooth and round. They are quite large, bright red at first, shading darker with full ripening and after picking. They are firm and solid, too, as good as Premier in the respect. All right for ordinary handling and hauling.

Catskill is a good main crop, commercial berry. The total yield is usually high, especially in case of rains in proper season. Ripening about a week later than Premier, Catskill becomes a choice kind for supplementing Premier and extending the fruiting season.

FAIRFAX

Fairfax has won the same place in the garden that Premier has in the commercial field.

A Premier cross, Fairfax resembles this parent rather closely in the general appearance of its foliage. The leaves have the same cupped features, are just a little darker in color. The plant is larger, however, in every way. The crown is very heavy, the roots are large and long. The leaves are wide and stand far above the ground. The blossoms are large, the fruiting stems high and heavy.

Fairfax berries are smooth, big, fancy, dark red beauties, just the kind you like to show to your friends in the field, the kind you like to take from the locker or freezer for Christmas dinner. Very well adapted to freezing.

The flavor of Fairfax is distinctive, and most people find it very good. The berries are firm enough for ordinary handling, but the color is so dark that they do not do well in retail channels.

This variety is therefore best suited to home use or to fancy local trade. While the berries are quite large and good looking, not enough are set on the vines for a large crop, and the total yield is not high.

DORSETT

Dorsett is a strong grower and a heavy plant maker. Normally it easily makes a good fruiting row. The leaves are drooping and roughly veined, the foliage generally quite dark.

The berries are quite large, a little brighter than Fairfax, but resembling it closely, with bright, prominent seeds.

The flavor is exceptionally good, in fact, it is difficult even for the experienced grower to distinguish between Dorsett and Fairfax at fruiting time.

When weather conditions are good, Dorsett is just about tops in strawberries. However, it seems to be very vulnerable to adverse conditions. It seems quite susceptible to frost as well as dry weather. Dorsett is a weak pollenizer, too, and partial pollination may cause small and knotty fruit. It is not a consistent bearer.

AROMA

Aroma is an old variety, grown in certain localities for many years. It has been used especially in the region around Pekin and Borden, Indiana, where it was long a favorite on account of its ability to stand car refrigeration. Some growers still like it there, possibly for the more or less sentimental reason that it used to do well for them.

The foliage is light green, and a good fruiting row is easily obtained. The plants are rather small, the roots rather short, and top leaves die down sharply in winter.

The fruit is large, nicely rounded, bright red, with deliciously aromatic odor and flavor, hence the name Aroma. A nice glossy berry with bright green cap and attractive appearance.

Ripens about a week later than Premier. The fruiting season is generally short, and the yield rather disappointing.

* * * * *

May 24, 1954

"Received strawberry plants O K and they sure are nice plants. I know that I will have success with them."

Urgelle La Bonte, Spalding, Michigan

In some strawberry growing centers, especially sections where berries have been grown on a considerable scale for years, "red stele" has become a very serious threat to the whole industry. In this virus disease the stele, which is the duct in the center of the root and normally white in a healthy plant, turns a reddish brown and dies. The top of the plant is thus cut off from all nourishment, withers and dies. This seems to occur just at bearing time, and in many cases a very nice prospect for fruit has been ruined within a few days.

In some cases the situation has become so serious that growers have been forced to drop the varieties they have long been using. At best, the grower is forced to plant disease-free plants on new ground, or use varieties which are not susceptible to "red stele" or are not affected by it. **The best of these new varieties seem to be Fairland, Vermilion and Temple.**

FAIRLAND

The performance of many of the newer varieties of strawberries seems to vary a great deal with latitude, or distance north and south. Thus the Fairland seems to do best in the latitude of northern Indiana, or roughly in what we call the Premier territory.

Fairland foliage is of the Premier type, with broad, light colored, cupped leaves growing close to the ground, but making a nice full row of large plants.

The berries are large, very nice bright color, and total yield is satisfactory. Firm enough to handle, quality fair to good.

A good commercial berry for northern climates and where there is trouble with red stele.

VERMILION

In a series of tests at the University of Illinois where it was developed, Vermilion has performed very well in competition with our best varieties, in addition to being red stele resistant.

Plant growth is moderately vigorous, making just a nice full row of large plants.

The fruit is not extra large, but of uniform good size, bright red. There is apt to be some green on the under side of the first berries to ripen, but later ones are of better color.

Both yield and quality fair to good. A good variety for at least a trial in a commercial way.

TEMPLE

Temple is a variety worthy of consideration wherever red stele has threatened. It is a nice variety to grow, and the tall husky plants make a beautiful patch. The fruit will run large, rather dark, and of good quality.

We have had many conflicting reports on the yielding ability of Temple. In eastern states the total yield has been exceptionally good, and the general performance very satisfactory. Some growers in southern Indiana have been warm in their praise.

For us, however, Temple has not done well. While foliage growth has been especially good, the berries have been small and the total yield not satisfactory.

ARMORE

The many favorable reports we have had on this new variety which was developed at the Missouri Experiment Station indicate that in Armore we have something close to the plant breeder's dream—a berry that has the good qualities of both parents.

From Aroma we have medium large berries, attractive appearance, better quality. From Blakemore we have those characteristics which have made it so important to the southern fruit grower. Armore has shown a high yield over a long ripening period, with a light bright color and firm flesh that adapts it to long distance shipping.

Armore promises to be one of the coming varieties for commercial use wherever Blakemore is now favored.

BIG JOE

Big Joe is a good old variety that some growers have been using for years. The plants are big and heavy, with light green, drooping leaves. The blossoms are large and bright, the fruiting stems long and heavy. Not a real heavy bearer, but bringing all the fruit to suitable size.

The berries run large, bright red, very attractive, and of very good quality. Firm enough for reasonable handling.

Big Joe is rather susceptible to frost injury. We do not consider it the equal of some other varieties, but some people who have grown it for years will take nothing else.

SENATOR DUNLAP

This is the great old variety too well known to strawberry lovers to need lengthy description, as it has been a popular favorite for a great many years. It is a hardy grower and a prolific plant maker, the sort of rough and ready variety able to take a lot of abuse and still come up with a good crop.

The berry is medium sized, dark, very rich in flavor, very good for your garden. Not a good commercial kind because the berries are too dark after standing and they are apt to run small in late season. We may be partial to Dunlap because it was the main crop berry when we first really got acquainted with strawberries more than forty years ago. We still think that it is the richest flavored, highest quality berry you can have, used any way you like.

Mid-season in ripening, just a few days later than Premier. Try this berry on fertile, moist soil, keep the plants well thinned, and discover strawberries at their luscious best.

May 28, 1954

"The plants certainly were swell."

Hugo H. Stieneker, Huntingburg, Indiana



EVERBEARERS

For many years we have been very dubious about the culture of everbearers, and in fact have advised against their use in many cases. We had observed too many failures. Many were "near misses", to be sure, but still very doubtfully successful. Also, varieties showed a tendency to "run out". This came about from the fact that the plants that made the most runners made fewer berries, and the plants that bore heavily made relatively few runners. Thus in propagation of the variety by new plantings, the plants used were generally from the lines which bore least.

However, recent very successful experiments at the Ohio experimental station at Wooster have completely changed the picture and showed how anyone can have an abundance of fresh berries throughout late summer and early fall, with relatively little expense and trouble.

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The planting pattern is as shown in the accompanying diagram. The plants are set 1 foot apart in rows 1 foot apart. Three or four rows are set, then enough space is left to walk through, and another group of rows are planted, and this pattern is continued through the patch.

Cultivate the plants once and hoe out remaining weeds. Then cover the entire planting to a depth of 1 to 1½ inch with saw dust, and maintain this mulch throughout the summer.

Use the hill system, that is, cut off all runners as they start and keep for fruiting just the plants that were transplanted in the beginning. If no sawdust is available, ground corn cobs will do almost as well.

This method has generally been very successful in producing real crops of very beautiful fruit. Sometimes, in cases of extremely dry weather, it is a good plan to add some water for irrigation, but in most cases the saw dust mulch has held the moisture quite well.

We do not recommend this manner of culture as a commercial proposition, but as something you can use in a smaller planting to very good advantage.

Since most everbearing plant sales are in relatively small numbers and do not involve large sums of money in single sales, too many different varieties have been the subjects of promotional schemes by a few nurserymen. In these cases plants have been sold at unreasonably high prices, the buyers disappointed. Watch out for this situation again.

Everbearers are all right—they are fine. They are an out of season delicacy, a favorite dish with all the family, and a fancy dessert for guests. Plants are handled just the same as other strawberries. They are set early and kept cultivated; all blossoms are kept clipped off until plants are well established about July 1, after which they are allowed to develop and fruit is available until frost.

Everbearers do best in all-season production during the year that they are set. Some varieties, like Mastodon, do very well the next spring, doing just like any June bearing kind. Thereafter, it is best to just abandon the patch. Generally, renovation will not pay, and it is much better to set new plantings each year.

MASTODON

Mastodon has the same place in the Everbearer field that Premier has in the commercial line — it is the standard of comparison for all other kinds. Adapted to a wide area, it does well under many different climatic conditions.

The plants are very large and heavy, with deeply crinkled and ribbed leaves, dark green. Not a good plant maker, it does well enough if well cared for to make a good fruiting row for the following year. Mastodon has this advantage — in the spring following its setting it will make a very nice crop of spring berries.

The berries are large, dark red, very glossy, and have a very agreeable flavor. They are too soft to handle well for the market. Its mild flavor makes this variety one of the best for freezing that we have found.

GEM

We think more highly of Gem as one of the very best of the everbearers as we read the lengthy descriptions of Superfection and Brilliant. For everything said of these two varieties applies to Gem, as they are all the same, we think.

In some ways Gem is superior even to Mastodon. It makes runners much more freely, and the berries are generally larger and firmer—firm enough to stand handling quite well.

Gem plants are smaller than Mastodon, but when set on fertile soil the foliage becomes quite rank, and is free of the leaf spot to which Mastodon is somewhat subject. Leaves are smooth and waxy looking. The berries run large, with rounded tip, have a very nice appearance, somewhat tart.

SUPERFECTION

When we obtained our foundation stock of Superfection a few years ago, we could see no difference between this “new” everbearer and the Gem we had cultivated for many years.

Since that time we have seen these two everbearers alongside the “new” Brilliant in several plantings, and we can see no difference. We are led to believe that these three varieties are the same. Gem is capable of performing the same good production feats credited to Brilliant, and so is Superfection.

In the Ohio tests, Superfection, Brilliant and Gem made the best records in the plantings where the saw dust mulch system was used. We can recommend them very highly.

STREAMLINER

Streamliner is one of the newer everbearers that has given a very satisfactory performance in many sections. So many good reports have come in for it that we think it very worthy of a complete trial.

Streamliner runs freely to make a very nice row. The leaves are dark, smooth, glossy, definitely cupped, with serrated edges.

The berries are nice-sized, dark red, rather rough, with a very nice flavor.

Directions for Purchasers

We pay transportation charges only when plants are ordered at the 100 rate.

All other prices are f. o. b. Pierceton, you pay transportation.

Shipped by either parcel post or express. Be sure to tell us how to ship. Large orders we send express unless otherwise directed, small orders by parcel post.

A special commodity express rate applies to out of the state strawberry plant shipments from our express station. This rate is much lower than regular 2nd class express. Ask your express agent.

If sufficient money to pay parcel post charges is not sent with order, plants will be sent C. O. D. for the amount of the postage due, for we cannot keep accounts and send bills for small items of postage.

Be sure to send sufficient postage, as any excess will be refunded.

Shipping weight varies with season and variety, but will approximate 4 pounds per 100 plants.

Please write your name and address plainly.

Please note our address is PIERCETON not PRINCETON.

We are located on State Road 5, eight miles north of its intersection with U. S. Road 30.

Certificate of Nursery Inspection

Indiana Department of Conservation, Division of Entomology

No. 428

Indianapolis, Indiana, August 17, 1954

This is to certify that Nursery stock grown by Fairview Fruit Farm (Glenn P. Galloway) located at Pierceton, Indiana, consisting of 25 acres, has been inspected by the undersigned or his authorized representative on August 19, 1954, in compliance with Chapter 177, page 291, Indiana Acts of 1907, and has been found apparently free from destructively injurious insects and plant disease.*

This certificate covers strawberry plants and is valid unless revoked for cause, until August 1, 1955.

Signed: FRANK N. WALLACE
State Entomologist

Our Reference—Farmers Loan and Trust Co., Columbia City, Indiana; Postmaster, Pierceton, Indiana; Express Agent, Columbia City, Indiana, Frank N. Wallace, Indiana State Entomologist.

* Strawberries double inspected for detection of red stele disease.

FAIRVIEW FRUIT FARM ... PIERCETON, INDIANA

Name _____
(Please Print)

When to Ship Plants _____ Ship by _____
(Mail or Express)

[illegible]

1934 1340

THE UNIVERSITY OF CHICAGO

276

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2000

1992

1980年

7. 7. 7. 7. 7.

S. J. A. M.

of Pledge

1400

—From—

FAIRVIEW FRUIT FARM

Strawberry Plants

Pierceton, Indiana



1955 PRICES

| Variety | 50 | 100 | 1,000 | 5,000 | 10,000 | 25,000 |
|----------------|--------|--------|---------|--------------|--------------|--------------|
| | | | | per 1,000 | per 1,000 | per 1,000 |
| ✓ Premier | \$1.25 | \$2.00 | \$11.00 | \$10.75 | \$10.50 | \$10.00 |
| ✓ Catskill | 1.25 | 2.00 | 11.00 | 10.75 | 10.50 | 10.00 |
| ✓ Temple | 1.25 | 2.00 | 11.00 | 10.75 | 10.50 | 10.00 |
| ✓ Fairfax | 1.25 | 2.00 | 11.00 | 10.75 | 10.50 | 10.00 |
| ✓ Vermilion | 1.25 | 2.00 | 11.00 | 10.75 | 10.50 | 10.00 |
| ✓ Fairland | 1.25 | 2.00 | 11.60 | 10.75 | 10.50 | 10.00 |
| ✓ Dorsett | 1.25 | 2.00 | 11.00 | 10.75 | 10.50 | 10.00 |
| ✓ Robinson | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Tennessee | | | | | | |
| Beauty | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Armore | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Blakemore | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Dunlap | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Aroma | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Big Joe | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Mastodon | 1.50 | 2.50 | 17.50 | 15.00 | 14.00 | 13.00 |
| ✓ Gem | 1.50 | 2.50 | 15.00 | 14.00 | 13.00 | 12.50 |
| ✓ Superfection | 1.50 | 2.50 | 15.00 | 14.00 | 13.00 | 12.50 |
| ✓ Streamliner | 1.50 | 2.50 | 15.00 | 14.00 | 13.00 | 12.50 |

500 or more at the 1,000 lot quotations.

On small orders of less than 500 plants we pay the postage at the above prices.

We do not pay transportation charges when the price is figured on the 1,000 lot basis.

Please read carefully the instructions to customers on page 22.

OUR GUARANTEE

We guarantee our plants to be true-to-name, dug from new beds, free from injurious plant diseases, of the best quality the trade affords, and to reach you in good growing condition.

If the plants are faulty in any way and we are notified at once upon their arrival in your hands, we will either refund the purchase price or replace the stock, at the buyers option.

On account of the fact that growing conditions are far beyond our control, we cannot be responsible for the success of the crop, and in no case will be accountable for more than the original purchase price.
